1. (CURRENTLY AMENDED) A method of collecting expressions of individual consumer demand for attending performances and making the data available to ~~customers~~ users to support user decisions regarding performances, said method comprising the steps of:

receiving consumer demand data from individual consumers through an electronic network, ~~including~~the consumer demand data comprising individual consumer ~~votes~~requests indicating an individual consumer's ~~consumer demand for~~desire to attend one or more entertainment performances ~~a performance~~,

housing collected individual consumer requests ~~data~~ in a computer database,

generating, from the computer database, in a computer system, entertainment performance preference demand data compiled by aggregating individual consumer requests, and

displaying, on a user computer, ~~providing of non-personal consumer~~ entertainment performance preference demand data from the computer database to ~~customers~~users to support user decisions ~~to present~~for scheduling one or more of time, location, and content of entertainment performances based upon consumer demand to attend entertainment performances.

2. (CURRENTLY AMENDED) The method of claim 1, wherein said step of receiving consumer demand data from individual consumers further comprises the step of:

receiving locale data from individual consumers indicating individual consumer demand for a consumer desired general locale for ~~the~~an entertainment performance.

3. (CURRENTLY AMENDED) The method of claim 2, wherein said step of ~~displaying, on a user computer, providing of non-personal consumer~~ entertainment performance preference ~~demand~~ data from the computer ~~database~~ to ~~customers~~ users to support ~~user~~ decisions ~~to present~~ for scheduling one or more of ~~time, location, and content of~~ entertainment performances includes the step of ~~providing~~ displaying consumer demand data ~~for a~~ including consumer desired general locale for ~~the~~ an entertainment performance so as to support ~~customer~~ user decisions to present entertainment performances at optimal locales.

4. (CURRENTLY AMENDED) The method of claim 3, wherein said step of ~~generating, from the computer database, in a computer system, entertainment performance preference demand data compiled by aggregating individual consumer requests~~ providing of non-personal consumer data from the database to ~~customers to support decisions to present entertainment performances~~ includes the step of analyzing and sorting ~~individual~~ consumer data ~~from requests and desired general locale for performances~~ and formatting analyzed and sorted consumer data for ~~reporting~~ display on the user computer.

5. (CURRENTLY AMENDED) The method of claim 1, wherein said step of receiving ~~consumer demand~~ data from consumers further comprises the step of:

receiving consumer contact data from consumers~~; and~~

~~deriving, from consumer contact data, locale data from individual consumers indicating individual consumer demand for a consumer desired general locale for an entertainment performance.~~

6. (CURRENTLY AMENDED) The method of claim 1, further comprising the step of:

receiving data ~~through the electronic network~~ from individual consumers from a supplementary survey ~~forms~~ to provide one or more of demographic, contact, opinion, lifestyle, and personal preference data.

7. (CURRENTLY AMENDED) The method of claim 1, further comprising the steps of:

storing, in the ~~database~~computer database, details of scheduled entertainment events ~~which have been scheduled~~,

matching scheduled events to the entertainment requests of individual consumers, and

sending messages over the electronic network to individual consumers that ~~a requested an entertainment~~ performance requested by a corresponding consumer has been scheduled.

8. (CURRENTLY AMENDED) The method of claim ~~7~~6, further comprising the steps of:

receiving, from an advertiser, specifications for consumer targeting,

analyzing the ~~database~~consumer demographic data in the computer database to identify ~~the specific~~ individual consumers matching ~~the~~ advertiser specifications, and

sending ~~over the electronic network,~~ marketing messages to ~~the specific~~identified individual consumers.

9. (CURRENTLY AMENDED) The method of claim ~~7~~6, further comprising the step of:

sending over the electronic network, messages to individual consumers offering at least one of goods and services associated with at least one ~~or more of~~ an entertainment~~the~~ performance, a~~the~~ performer(s), and parties to which the~~an~~ individual consumer has agreed to be solicited from.

10. (CURRENTLY AMENDED) The method of claim 9, further comprising the ~~step~~steps of:

receiving, from individual consumers, consent data for use of consumer contact information; and

sending individual consumer contact information to ~~performers~~ users, if permitted by consent of~~an~~ individual consumer.

11. (CURRENTLY AMENDED) The method of claim ~~7~~8, further comprising the step of:

providing ~~one or more of~~ consumer demand, demographic, contact, opinion, lifestyle, and personal preference data, in aggregate form, to the user computer ~~customers~~ for market analysis.

12. (CURRENTLY AMENDED) The method of claim 7, further comprising the step of:

generating custom research data on the computer system from the computer database using one or more of contact information, geographic, demographic, contact, opinion, lifestyle, and personal preference data to formulate targeted survey panels for the conducting of custom research projects on behalf of third parties.

13. (CURRENTLY AMENDED) The method ~~recited in~~of claim 1 wherein consumer data is received over the electronic ~~a~~ network, the step of receiving individual consumer data further ~~comprising~~ comprises the step of:

voting, by ~~a~~ an individual consumer over the electronic network, using ~~a~~ an electronic voting form presented to the consumer by activation of at least one of a hyperlink and menu selection incorporated into ~~at least one of~~ a plurality of web sites ~~site~~ and ~~a~~ ~~web-based~~ media ~~player~~players.

14. (CURRENTLY AMENDED) The method ~~recited in~~of claim 13 wherein ~~the voting is conducted~~the electronic network comprises ~~via~~ digital media devices connected to wireless networks.

15. (CURRENTLY AMENDED) The method ~~recited in~~of claim 13 wherein ~~the voting is conducted via~~ the electronic network comprises any voice-enabled information input and access device.

16. (CURRENTLY AMENDED)   A system for collecting expressions of <u>individual</u> consumer demand for <u>attending entertainment</u> performances and making the data available to ~~customers~~ <u>users</u> to support <u>user</u> ~~performance~~ decisions <u>regarding entertainment performances</u>, said system comprising:

an <u>electronic network</u> ~~means~~ for receiving ~~consumer demand~~ data from <u>individual</u> consumers ~~including votes~~<u>comprising requests</u> indicating <u>an individual consumer's</u> ~~consumer demand for~~ <u>desire to attend one or more entertainment performances</u> ~~a performance~~;

a ~~database~~<u>computer database</u> for housing collected <u>individual consumer requests for entertainment performances</u>~~data~~;

<u>a computer system, coupled to the computer database and the electronic network, for generating entertainment performance preference demand data compiled by aggregating individual consumer demand requests;</u> and

<u>a user computer for displaying,</u> ~~means for providing of non-personal consumer~~ <u>entertainment performance preference demand</u> data from the <u>computer</u> database to ~~customers~~ <u>users</u> to support <u>user</u> decisions ~~to present~~ <u>for scheduling one or more of time, location, and content of</u> entertainment performances <u>based upon consumer demand to attend selected entertainment performances</u>.

17. (CURRENTLY AMENDED)   The system of claim 16, wherein said <u>electronic network</u> ~~means~~ for receiving <u>consumer demand</u> data from <u>individual</u> consumers further comprises:

means for receiving ~~locale~~ data from ~~individual~~ consumers indicating ~~individual~~ consumer demand for a consumer desired general locale for ~~the~~ an entertainment performance.

18. (CURRENTLY AMENDED) The system of claim 17, wherein said ~~means for~~ user computer ~~for displaying, providing~~ of non-personal consumer ~~entertainment performance preference~~ data from the computer database to ~~customers~~ users to support ~~user~~ decisions ~~to present~~ for scheduling one or more of ~~time, location, and content of~~ entertainment performances includes ~~means for providing a display of~~ consumer demand data ~~for a~~ including consumer desired general locale for ~~the~~ an entertainment performance so as to support ~~customer~~ user decisions to present entertainment performances at optimal locales.

19. (CURRENTLY AMENDED) The method of claim 18, wherein said ~~means for~~ user computer ~~for displaying, providing~~ of non-personal consumer ~~entertainment performance preference~~ demand data from the ~~computer~~ database to ~~customers~~ users to support ~~user~~ decisions ~~to present~~ for scheduling one or more of time, location, and content of entertainment performances includes means for analyzing and sorting ~~individual~~ consumer data and formatting analyzed and sorted ~~individual~~ consumer data for ~~reporting~~ display on the user computer.

20. (CURRENTLY AMENDED) The system of claim 16, wherein said ~~means~~ electronic network for receiving consumer demand data from consumers further comprises:

means for receiving consumer contact data from consumers; and

means for deriving, from consumer contact data, locale data from individual consumers indicating individual consumer demand for a consumer desired general locale for an entertainment performance.

21. (CURRENTLY AMENDED) The system of claim 16, further comprising:

means for receiving data through the electronic network from individual consumers from a supplementary survey ~~forms~~ to provide one or more of demographic, contact, opinion, lifestyle, and personal preference data.

22. (CURRENTLY AMENDED) The system of claim 16, further comprising:

means for storing, in the ~~database~~ computer database, details of scheduled entertainment events ~~which have been scheduled;~~

means for matching scheduled events to the entertainment requests of individual consumers; and

means for sending messages over the electronic network to individual consumers that ~~a requested an~~ entertainment performance requested by a corresponding consumer has been scheduled.

23. (CURRENTLY AMENDED) The system of claim ~~22~~21, further comprising:

means for receiving, from an advertiser, specifications for consumer targeting;

means for analyzing the ~~database~~ consumer demographic data in the computer database to identify ~~the specific~~ individual consumers matching ~~the~~ advertiser specifications; and

means for sending over the electronic network, marketing messages to ~~the specific~~identified individual consumers.

24. (CURRENTLY AMENDED) The system of claim ~~22~~21, further comprising:

means for sending over the electronic network, messages to individual consumers offering at least one of goods and services associated with at least one or more of an entertainment ~~the~~ performance, a~~the~~ performer(s), and parties to which ~~the~~an individual consumer has agreed to be solicited from.

25. (CURRENTLY AMENDED) The system of claim 24, further comprising:

means for receiving, from individual consumers, consent data for use of consumer contact information; and

means for sending individual consumer contact information to ~~performers~~users, if permitted by consent of an individual consumer.

26. (CURRENTLY AMENDED) The system of claim ~~22~~23, further comprising:

means for providing one or more of consumer demand, demographic, contact, opinion, lifestyle, and personal preference data, in aggregate form, to ~~the user computer customer~~users for market analysis.

27. (CURRENTLY AMENDED) The system of claim 22, further comprising:

means for generating custom research data on the computer system from the computer database using one or more of contact information, geographic, demographic, contact, opinion, lifestyle, and personal preference data to formulate targeted survey panels for the conducting of custom research projects on behalf of third parties.

28. (CURRENTLY AMENDED) The system ~~recited in~~of claim 16 wherein consumer data is received over ~~a~~ the electronic network, the means for receiving consumer data further comprising:

an electronic voting form, sent to an individual consumer over the electronic network to allow individual consumers to vote ~~means for voting, by a consumer~~ over the electronic network, using ~~a~~ the electronic voting form presented to the consumer by activation of at least one of a hyperlink and menu selection incorporated into ~~on at least one of a~~ plurality of web sites ~~site~~ and ~~an electronic, web-based~~ media ~~player~~players.

29. (CURRENTLY AMENDED)   The system ~~recited in~~of claim 28 wherein ~~the voting is conducted~~the electronic network comprises ~~via~~ digital media devices connected to wireless networks.

30. (CURRENTLY AMENDED) The system ~~recited in~~of claim 28 wherein ~~the voting is conducted via~~ the electronic network comprises any voice-enabled information input and access device.